

SEGRA 2014-17 Strategic Plan

SEGRA is a community of practitioners, government, business, researchers, regional development organisations, not for profit groups and regional communities with the intention of creating an economically, socially and environmentally sustainable regional Australia that is inherent in forming the national outlook.

The *SEGRA* Advantage

SEGRA is based on the following principles:

- People in regional Australia have know-how, ideas and innovations – **SEGRA** reflects what is happening on the ground in regional Australia
- Regions are systems – environmentally, socially, economically and politically, regional solutions must be interrelated and interconnected across all these spheres.
- Good policy is derived from research and evidence as well as the knowledge, expertise and professional judgments of practitioners. Proposed policy actions will draw on the wide range of advice from researchers and practitioners shaped by professional input from policy experts.
- The historically strong participation of practitioners, government, business, researchers, regional development organisations, not for profit groups and regional communities in regional development within the **SEGRA** network ensures 360⁰ representation in all aspects of discussion and solutions.

Goals of *SEGRA*

SEGRA acts to provide end to end value to regional Australia using a systems approach to:

1. Raise the profile of regions as an essential part of Australia's national outlook.
2. Promote regions and regional issues and empower regions to be responsible for their own destinies.
3. Identify emerging issues and opportunities for change by identifying choices and presenting effective options and action strategies.
4. Build knowledge and skills and promote ideas and innovations.
5. Identify emerging issues critical for regional sustainability and encouraging evidence based responses by supporting practice-based research.
6. Provide cutting edge professional development and training in regional Australia.

Aims for 2014 to 2017

Aim 1: Raise the profile of regions as an essential part of Australia's national outlook

Objective: to retain *SEGRA's* recognition as the leading voice in issues affecting regional Australia by connecting people with a commitment to regional Australia.

Action focus:

- To conduct an annual regional Film Festival at *SEGRA*
- Release a comprehensive communiqué to identify big picture policy agenda issues and options for governance, administration, policy and planning.
- Seek opportunities for NSC to speak at events, issues press releases.
- Hold an annual conference, symposiums, forums and web-based discussions.
- Build *SEGRA* capacity to deliver against its values.
- Further develop good governance mechanisms for an ongoing sustainable *SEGRA* network.

Aim 2: Development of regional capacity to ensure a resilient, diversified and sustainable regional economy

Objectives: To connect people and build collaborative opportunities that promote and facilitate development of effective knowledge and skills in matters affecting regional Australia.

Action Focus:

- To conduct an annual Challenge through the *SEGRA* conference where *SEGRA* members can develop practical responses to regional issues and strategies through informal communities of practice. This will enable new ideas to be trialled in a number of regions across Australia and reported back at the following *SEGRA*. *SEGRA* LinkedIn, the *SEGRA* website, a blog site and newsletter *SEGRA* Walks the Talk will allow open access to ideas as they develop.
- Establish and maintain partnerships opportunities with like minded organisations that advance the interests of regional Australia through collaborative workshops, think tanks and research proposals.
- Develop e-networking capacity to promote best practice through interaction regardless of distance and remoteness.
- Retain links with the wide range of federal and state government departments and local government regarding government programs and auspiced projects.

Aim 3: To promote regional issues

Objective: to advance issues with strategic targeted actions around central concerns relating to: governance, sustainable technologies, economic development and community engagement in regional Australia.

Action focus:

- To actively seek strategies to connect national policy agendas, place based practice, and regional innovation networks into a joined up regional policy platform.
- Undertaking surveys of members of its own network that identify new and emerging issues.
- Entering into co-research activities with Universities and private research based organisations on constructed regional advantage and cluster development in fragmented regions.
- Conduct cutting edge workshops at **SEGRA** and other forums throughout the year.
- Report back to government on **SEGRA** each year.

SEGRA Leadership

- **SEGRA** comprises a National Steering Committee (NSC) with honorary representatives from regional, rural and remote areas across Australia.
- A local planning committee informs each national conference theme, program and action agendas.
- Management Solutions (Qld) is responsible for obtaining funding and managing the business plan. **SEGRA** is conducted on a full cost recovery model.

SEGRA National Steering Committee leadership commitment is to ensure **SEGRA** is:

- An independent and credible voice on issues affecting regional Australia.
- An inclusive, network based group – there are no prerequisites for participation.
- Practice based and applied.
- Encouraging and supporting of innovators and those at the cutting edge of sustaining a regional Australia.
- An open learning environment – where everyone’s input is encouraged.
- A disseminator of information and ideas.
- Collaborative; sharing knowledge and skills in strategies that advance regional Australia.